

Pro-moo-tional Activities

15 great ideas to promote dairy

- **How Now, Brown Cow?** Work with day camps or nursery schools to coordinate a visit from a dairy farmer and a cow. Let the children pet the cow. Explain to children where milk comes from and how hard the farmer works. Offer free ice cream or milk and cookies after the program.
- **One lump or two?** Have an English tea party for young children at a local coffee shop or restaurant. But fill the cups with milk instead of tea. Encourage kids to dress up in Mom's and Dad's old clothes. Or get some donated apparel such as frilly hats, old-fashioned dresses and wigs from the community or local thrift store. Give the children silly names such as Ms. Moo. You can dress like a butler or maid. Encourage kids to bring stuffed animals as "dates." You can also offer ice cream or cookies with their tea. And, use the opportunity to tell children and their parents about the importance of milk.
- **Time to talk.** Have an ice cream social for the community. Advertise it as a chance to meet the neighbors. At the social, distribute information about dairy products and the local farming economy.
- **On the moo-ve.** Many people skip lunch or breakfast to lose weight or because they are too rushed. When they miss such meals, they usually come up short on dairy products at the end of the day. Visit offices to offer ideas on fitting fitness and good nutrition into hectic lives. Plan a short lunchtime presentation about the importance of low-fat dairy and how it might help lower blood pressure. Bring along easy recipe ideas such as a veggie bagel sandwich with cheese. To entice employees to listen, offer snacks such as cheese and crackers, low-fat milk shakes and string cheese. Discuss how nine out of 10 American women are not getting enough calcium, putting them at risk for osteoporosis, the bone-crippling disease. (SUDI A can provide some factual information for you.)
- **Dieting dilemmas.** Have a special dieting daughters and sons free one-day clinic at a local city hall or hospital. Invite health care professionals to talk specifically to parents about how a lot of dieting teenaged boys and girls aren't getting the calcium they need. Offer tips on how to get teens to drink more milk by stressing dairy can be a part of a low-calorie diet. Also, offer kid-friendly recipes. Have some healthful foods such as low-fat milk shakes.





- **Time for school.** Have a free one-day cooking school in honor of dairy foods. Demonstrate a few cheese recipes such as lasagna. (SUDI A can provide cheese recipes.) Invite an audience member to sample the finished product or to assist. Also, distribute about a dozen or so recipes for people to try at home.
- **Tasty treats.** Encourage restaurants to create a make-your-own-ice cream-sundae treat. Have them set up an area similar to a salad bar, where customers can do their work. Ask the restaurant to hang “got milk?” banners and see if you can display dairy pamphlets. SUDI A can provide limited quantities.
- **Taste test.** Have a taste-testing event to showcase new flavored milks and other new dairy products. You can blindfold people to make it more dramatic. Offer brochures on the health benefits of milk and dairy products.
- **Got milk?** Check local restaurants to make sure they offer milk. If they do, ask them to urge their customers to get their three servings of milk a day by ordering it with their meals, getting cheese on their sandwiches or having ice cream desserts. If the restaurant doesn't carry milk, then ask the owner to stock it.
- **Get Moo-ving!** Arrange weekly exercise outings for families such as bike-riding, in-line skating or hiking. After the event each week, offer low-fat milk or shakes. You can explain milk is Mother Nature's power drink with life's building blocks of calcium, protein and B vitamins, just to name a few.
- **Chill-out!** Have a “Chill-Out” night. Encourage local restaurants to offer special ice cream sundaes and shakes on one night. Ask them if they'll have a special sale. You can offer them recipes to use or they can create their own.
- **Mom, I'm bored.** Often, kids are bored once school is done for the year. This is a perfect opportunity for them to learn about milk and from where it comes. You could create a short class, where kids work together to create dairy farms made out of paper milk cartons and food. For example, you could create the farmhouse out of a paper milk carton by using graham crackers for the siding, frosting to hold up the walls and candy to decorate the house. Use your imagination. Afterwards, the class could eat it with glasses of milk or you could display it in a public area such as the grocery store or local mall.
- **Smart art.** Come up with an easy arts and craft activity to take to a day care center or summer camp program. You could have the kids create cows out of small paper milk cartons. They could use pipe cleaners for the legs, brown pom-poms for the faces and googly eyes. Be creative. Also, let their imaginations run wild. But don't forget to ask them about where they think milk comes from and why it's important to drink it.